



USDA Weekly Retail Turkey Feature Activity

Fri. Sep 01, 2006

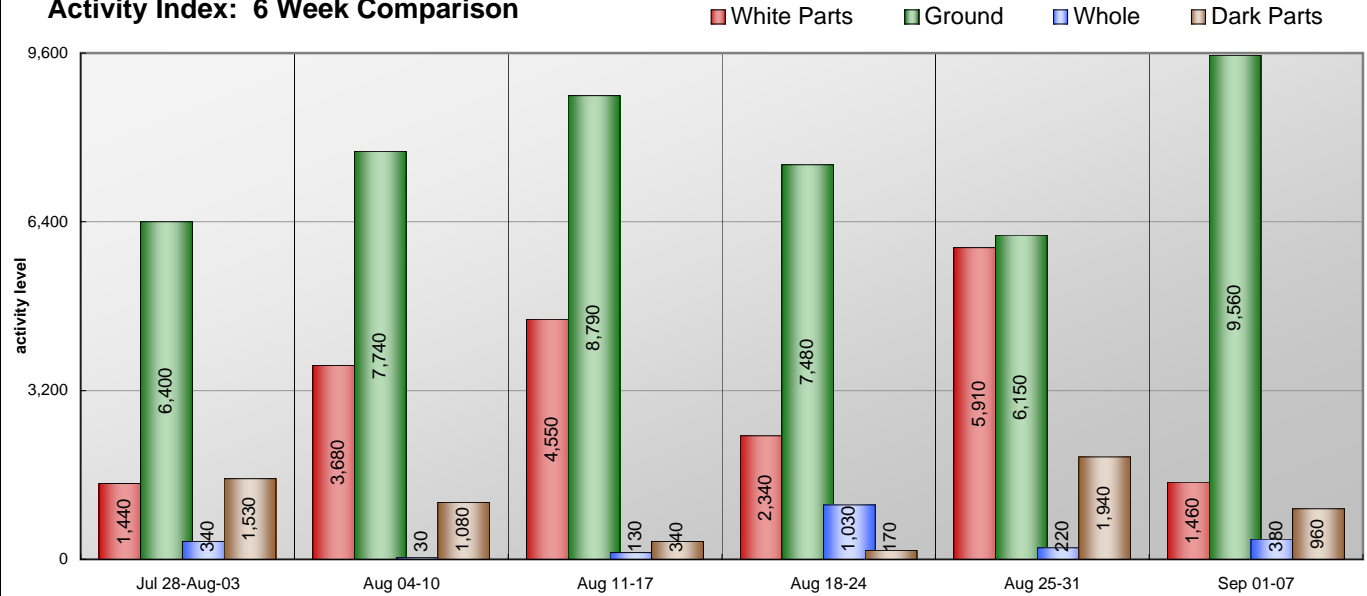
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 09/01 thru 09/07.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
Feature Rate 1/	40.7% of 17,000 outlets		43.9% of 17,000 outlets	
Special Rate 4/	3.6%		4.5%	
Activity Index 2/	12,360		14,220	
3/	Stores	Wtd Avg	Stores	Wtd Avg
WHOLE BIRDS:				
Fresh - Hens	350	1.18		
" - Toms	30	1.05		
Frozen - Hens			210	0.98
" - Toms			10	0.99
PARTS:				
Breast:				
Bone-in, whole				
Fresh	170	1.99	540	1.72
Frozen	130	1.30	180	1.42
Hotel Style				
Fresh				
Frozen				
Split, bone-in				
Fresh	10	2.39		
Rotisserie	170	4.43	2,620	7.14
Boneless, whole				
	50	3.99	640	3.29
Cutlets				
	540	3.98	1,040	4.07
Strips				
	40	3.99	190	4.54
Tenders				
	350	3.99	700	3.86
Drumsticks				
	380	1.06	730	1.18
Thighs				
	70	1.69	10	1.58
Wings				
	380	1.06	740	1.18
Necks				
	70	1.39	150	1.39
Smoked Drumsticks				
	20	1.59	170	1.56
Smoked Wings				
	40	1.46	140	1.59
Smoked Necks				
GROUND TURKEY:				
Patties	9,560	2.38	6,150	2.71
Sausage	2,200	2.40	1,530	2.70
85% lean	2,620	2.50	460	2.65
93% lean	270	1.50	220	1.74
	4,170	2.22	2,380	2.15
Breast	300	4.12	1,560	3.73

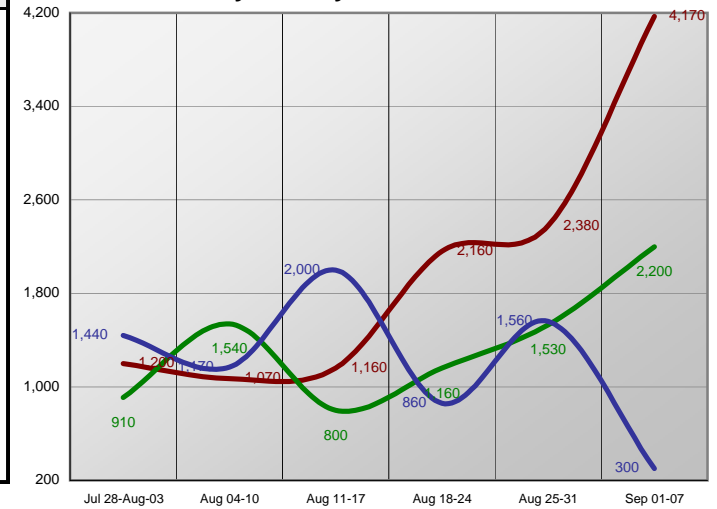
Activity Index: 6 Week Comparison



Turkey Featuring - 09/01 thru 09/07

Overall, feature activity for turkey items is down entering the Labor Day weekend with the exception of ground turkey items which are being actively featured for the last big summer grilling holiday. A few fresh whole bird ads are showing in the western U.S. at levels slightly higher since the last test two weeks ago. A wide variety of breast cuts are being shown but on limited activity and mixed pricing. Dark parts continue to be featured but at a lesser rate from last week. Ground turkey items, particularly those more adapted to grilling, are being promoted very actively into the shopping period but on slightly lower average price levels. The passing of Labor Day marks a gradual shift in promotional activity from "outdoor" cuts to more traditional "indoor" cooking items as Autumn and cooler temperatures approach.

Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

1/: FEATURE RATE: the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 4/ Activity Index 2/	40.1% of 7,900 sampled outlets 1.5% of stores w/ no-price promotions Activity Index = 5,060			31.3% of 5,200 sampled outlets 1.4% of stores w/ no-price promotions Activity Index = 2,840			54.1% of 3,900 sampled outlets 10.9% of stores w/ no-price promotions Activity Index = 4,460		
	Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg		Price Range (\$/pound)	Summary Stores Wtd Avg	
WHOLE BIRDS:									
Fresh - Hens				1.18	10	1.18	0.99 - 1.19	340	1.18
" - Toms				1.18	10	1.18	0.99	20	0.99
Frozen - Hens									
" - Toms									
PARTS:									
Breast:									
Bone-in, whole									
Fresh	1.99 - 2.29	160	2.00	1.28 - 1.29	110	1.29	1.89	10	1.89
Frozen							1.39	20	1.39
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh				2.39	10	2.39			
Rotisserie	2.99 - 6.99	130	3.64	6.99	40	6.99			
Boneless, whole	3.99	50	3.99						
Cutlets	3.69 - 4.49	530	3.98	3.99	10	3.99			
Strips	3.99	40	3.99						
Tenders	3.99	350	3.99						
Drumsticks	1.39	70	1.39				0.99	310	0.99
Thighs	1.69	70	1.69						
Wings	1.39	70	1.39				0.99	310	0.99
Necks	1.39	70	1.39						
Smoked Drumsticks	1.59	20	1.59						
Smoked Wings	1.39 - 1.59	40	1.46						
Smoked Necks									
GROUND TURKEY:									
Patties	1.99 - 2.94	1,150	2.32	1.99 - 3.00	580	2.34	2.50 - 3.00	470	2.66
Sausage	2.47 - 2.94	510	2.68	1.99 - 2.66	780	2.41	2.40 - 3.00	1,330	2.49
85% lean	0.99 - 1.79	220	1.50	1.49	50	1.49			
93% lean	1.69 - 2.69	1,520	2.16	0.99 - 2.50	1,000	2.02	2.40	1,650	2.40
Breast	3.49 - 4.99	60	4.83	3.49 - 3.99	240	3.94			

Note: See page 1 for explanatory notes.

Source: USDA Agricultural Marketing Service, Poultry Market News - (202) 720-6911

website: <http://www.ams.usda.gov/poultry/pymn.htm>

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